

# Adult videogames will titillate home market beginning in Oct.

By JEFFERSON GRAHAM

In another first for the burgeoning home videogame industry, X-rated games will hit that market by October. While that sector has been trying for years to match its videocassette success in the videodisc arena, so far to no avail, Caballero Control Corp., one of the leading adult video manufacturers, has joined forces with American Multiple Industries for the

first three Atari-compatible adult games. Four more are planned for January 1983.

The games, "Custer's Revenge," "Bachelor Party" and "Beat 'Em and Eat 'Em," are under the "Mystique Presents Swedish Erotica," banner. CCC has licensed the rights to its successful series. AMI manufactures and designs the cartridges, and will handle

— continued on page 6

## Adult videogames to be marketed

continued from page 1 —

is so tasteful that the average kid would not know what was in the package. CCC will receive a royalty fee on the games.

### Rescue the maiden

The plot of "Custer" has the general walking to the beat of the tom-tom while dodging bows and arrows from local Indians. In addition, moving cactus that has the capability of stinging him and turning a private portion of his body to another color stalks him. His object: to rescue the Indian maiden who is tied to a pole. At that point: "When you score — you score," said AMI president Stuart Kesten.

CCC last week sent 35 Mailgrams to distributors to inform them about the adult games. Reaction so far has been "unbelievable," said CCC vp Al Bloom, who noted the phone has been ringing ever since. Distributors are now "fighting for exclusive territories," he said.

The cartridges will retail for \$49.95, up from the average \$30 for home games, but Bloom said he expects discounters to sell the game for \$40. In addition, he emphasized that adult product has "historically," been priced higher than Hollywood feature films. "It's kids who buy the G-rated cartridges anyway," he said. "But prices will come down if it's successful. There has to be some reward for being first."

Bloom added that 500,000 cartridges would be in stores by November, with 1.5 million additional by January. There will be a steady flow of 750,000 units every month, three new games in January, and the release of a new title every month. Kesten predicts that "Mystique" will be the number two home video game manufacturer by the end of next year.

The games will be distributed overseas with all of Asia and most of Europe already lined up. Kesten noted the biggest problem is supply and demand.

### "Talks dirty"

After the initial push of home games, and hopefully adapting more Caballero titles like "Talk Dirty to Me" and "The Filthy Rich," to the home game format, Kesten said AMI will come out with an electronic handheld game that "talks dirty" to the user. AMI also plans on eventually designing family games for the home video format. "It's just that the adult angle was the easiest way to crack the market," he said.

An avenue for that plan would be via CCC's other company, Family Home Entertainment, which markets cassettes of Gumby and Little Lulu, for instance. Both of those titles would be perfect, Kesten said, and CCC's Bloom agreed, saying that it would just take acquiring those rights in addition to disc and cassette.

FHE's titles are distributed by MGM/UA Home Video, which reportedly has been looking for a way into the home videogame business,

but Bloom said "I haven't even mentioned it to them."

Northridge-based AMI previously manufactured and marketed the "Classicase" line of videocassette boxes. It has been working on the development of the games since November and gathered employees from other video software firms. The staff on this project included 26 in the Orient, and eight in California — five in Northridge and three in the Silicon Valley.

### In a bar

The first games are compatible only with the Atari home system, which has a 70% share of the market, but Kesten said AMI will also manufacture in the Mattel Intellivision format which has about 15% share. After that is home computers. Going into arcades is a "consideration," at this point, "but we will probably license 'Mystique' instead of going in ourselves," he said. That is something that just might make every city council in the country rejoice, but Kesten noted a licensed game would more likely end up in a bar than at the arcade across the street from school.